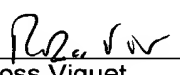
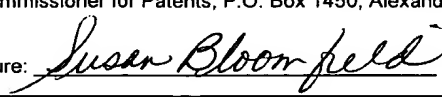




01-09-06

3627
TFW

AMENDMENT TRANSMITTAL LETTER				Docket No. 58569/P001US/10007125																																											
Application No. 08/813,852-Conf. #3963		Filing Date March 7, 1997		Examiner A. J. Fischer																																											
				Art Unit 3627																																											
Applicant(s): Rodney L. Dockery et al.																																															
Invention: SYSTEM AND METHOD FOR PROMOTING STORES AND PRODUCTS																																															
<p align="center">TO THE COMMISSIONER FOR PATENTS</p> <p>Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.</p>																																															
<table border="1"><thead><tr><th colspan="6">CLAIMS AS AMENDED</th></tr><tr><th></th><th>Claims Remaining After Amendment</th><th>Highest Number Previously Paid</th><th>Number Extra Claims Present</th><th>Rate</th><th></th></tr></thead><tbody><tr><td>Total Claims</td><td>14</td><td>- 28 =</td><td></td><td>x</td><td></td></tr><tr><td>Independent Claims</td><td>4</td><td>- 4 =</td><td></td><td>x</td><td></td></tr><tr><td colspan="5">Multiple Dependent Claims (check if applicable) <input type="checkbox"/></td><td></td></tr><tr><td colspan="5">Other fee (please specify):</td><td></td></tr><tr><td colspan="5">TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</td><td align="right">0.00</td></tr></tbody></table>						CLAIMS AS AMENDED							Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate		Total Claims	14	- 28 =		x		Independent Claims	4	- 4 =		x		Multiple Dependent Claims (check if applicable) <input type="checkbox"/>						Other fee (please specify):						TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00
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TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00																																										
<input type="checkbox"/> Large Entity <input checked="" type="checkbox"/> Small Entity																																															
<input checked="" type="checkbox"/> No additional fee is required for this amendment.																																															
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.																																															
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.																																															
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.																																															
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>06-2380</u> as described below.																																															
<input checked="" type="checkbox"/> Credit any overpayment.																																															
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.																																															
<p align="center"> R. Ross Viguet Attorney Reg. No.: 42,203 FULBRIGHT & JAWORSKI L.L.P. 2200 Ross Avenue, Suite 2800 Dallas, Texas 75201-2784 (214) 855-8185</p>				Dated: <u>January 6, 2006</u>																																											
<p align="center">Amendment Transmittal</p> <p>I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV568265906US, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.</p> <p>Dated: January 6, 2006 Signature:  (Susan Bloomfield)</p>																																															



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Dated: January 6, 2006

Signature:

Susan Bloomfield
(Susan Bloomfield)

Docket No.: 58569/P001US/10007125
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Rodney L. Dockery et al.

Application No.: 08/813,852

Confirmation No.: 3963

Filed: March 7, 1997

Art Unit: 3627

For: SYSTEM AND METHOD FOR PROMOTING
STORES AND PRODUCTS

Examiner: A. J. Fischer

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated October 7, 2005, please amend the above-identified U.S. patent application as follows:

No amendments to the Claims are provided herein. However, a listing of claims, which begins on page 2 of this paper, has been provided for the Examiner's convenience.

Remarks/Arguments begin on page 5 of this paper.